

「**PRO
YOU**」TM

100% PRO. 100% YOU.

by REVLON PROFESSIONAL

WE BELIEVE IN THE POWER OF CREATIVITY
THE POWER TO TRANSFORM THE ORDINARY INTO THE EXTRAORDINARY
THE POWER THAT PUMPS THROUGH YOUR VEINS AND INSPIRES YOU EVERYDAY

WE BELIEVE IN THE FREEDOM TO DO THINGS YOUR WAY
THE FREEDOM TO EXPRESS WHAT MAKES YOU VIBRATE
THE FREEDOM TO CHANNEL YOUR ARTISTIC ENERGY

WE BELIEVE IN THE ARTIST IN YOU
THE ARTIST WHO CREATES A VISION FROM NOTHING
THE ARTIST WHOSE HANDS ARE THE KEY TO EVERYTHING

THAT'S WHY WE HAVE CREATED A PRO TOOLKIT JUST FOR YOU
TO REVEAL THE TALENT THAT BURNS INSIDE YOU
AND GIVE YOUR VOICE ENDLESS POSSIBILITIES
TRUST YOUR INTUITION AND LET US

BRING OUT THE
ARTIST IN YOU



EXPRESS YOUR ARTISTIC SIDE THROUGH **YOUR HANDS**

Every hair type is like a white canvas ready
to become an inspiring work of art.
**GET READY TO TRANSFORM THE
ORDINARY INTO THE EXTRAORDINARY.**



THE PRO TOOLKIT



INTRODUCING A COMPLETE
PROFESSIONAL TOOLKIT OF
**COLOR, CARE
AND STYLING**
THAT WILL SET YOUR
CREATIVITY FREE



100% PRO. 100% YOU.

Bring us in and let us be your **business partner**. You can rely on us to **boost your salon** with a complete Pro Toolkit designed for your business. Full of **smart solutions** and efficient formulas, ProYou will help you deal with your salon needs while having your **clients happy** and keeping them **coming back**.

THE TECHNOLOGY

OUR PERFORMANCE AND YOUR PERFORMANCE IS A MUST

THAT'S WHY ALL OUR PRODUCTS ARE FORMULATED WITH
SMART INGREDIENTS AND TECHNOLOGIES READY TO
DELIVER INSTANT, EFFECTIVE AND LONG-LASTING RESULTS.



Our **Advanced Results Tech-System**
targets the unique needs that every hair
has. We have created an exclusive system
specific for each hair type to deliver
professional advanced results.



Chromatic Advanced Results Tech-System
our exclusive blend of primary and
secondary micro pigments combined with
aloe vera that diffuses into 3 levels of the
hair fiber creating vibrant, high-intensity
shades.





THE COLOR MAKER

COLOR
• Permanent Color



THE LIFTER

BLEACH
• Bleaching Powder



THE DEVELOPER

TECHNICS
• Creme Peroxide



THE FIXER

REPAIR
• Shampoo
• Mask
• Boosters



THE MOISTURIZER

HYDRATION
• Shampoo
• Conditioner
• Mask
• Boosters



THE KEEPER

COLOR
• Shampoo
• Conditioner
• Mask
• Boosters



THE TAMER

SMOOTH
• Shampoo
• Conditioner



THE AMPLIFIER

VOLUME
• Shampoo
• Conditioning Foam



THE TWISTER

CURLY
• Shampoo
• Conditioner



THE TONER

BLONDES
• Shampoo
• Conditioning Foam



THE CLEANSER

DEEP CLEAN
• Shampoo



THE WINNER

SCALP
• Anti Hair Loss Shampoo
• Anti Hair Loss Treatment



THE FIXER

REPAIR
• Heat Protector
Spray Shield



THE SETTER

HOLD
• Strong & Medium Hairspray

THE DEFINER

HOLD
• Medium Hold Mousse



THE TAMER

SMOOTH
• Sleek Balm



THE AMPLIFIER

VOLUME
• Bump Up Spray
• Substance Up Gel



THE TWISTER

CURLY
• Scrunch Activating Gel
• Beach Style Spray Activator



COLOR

**COLOR AT THE
SERVICE OF YOUR
ARTWORK**

COLOR

THE COLOR TOOLS

THE POWER OF CREATIVITY AT YOUR FINGERTIPS

This range to support your creative vision
will help you create with your own hands
unique technical services at the salon.



THE COLOR MAKER

Permanent hair color
enriched with aloe vera
for high intensity and
vibrant color shade.

THE LIFTER

Bleaching powder
with maximum
lightening and
neutralizing power.

THE DEVELOPER

Creme peroxide in 4
different volumes to
fully complete your
technical services.

COLOR

THE COLOR MAKER

BECOME A REAL COLOR MASTER

Brush your way towards high intensity and vibrant color shades thanks to this professional permanent hair color.

- ✓ PROFESSIONAL RELIABLE COLOR RESULTS
- ✓ WHAT YOU SEE IS WHAT YOU GET
- ✓ HIGH-DEFINITION HAIR COLOR
- ✓ 100% GREY COVERAGE
- ✓ UNIFORM COLOR
- ✓ INCREDIBLE SHINE
- ✓ LONG-LASTING RESULTS



**PERMANENT HAIR
COLOR**

90 ml

**ULTRALIGHT PERMANENT
HAIR COLOR**

90 ml

COLOR



THE COLOR MAKER

THE COLOR TECHNOLOGY

**Our exclusive blend of
primary and secondary
micro pigments combined
with aloe vera.**

Developed to deliver accurate color calibration and care benefits, it diffuses into the 3 levels of the hair fiber, creating vibrant, high-intensity shades and leaving the hair shiny and silky.



CHROM
A·R·T
SYSTEM



THE COLOR MAKER

LET'S GET SCIENTIFIC



1

The pH of the color mixture works to open the cuticle scales for the pigments to enter.

2

Primary and secondary pigments, made of microscopic molecules, enter the hair shaft and diffuse into the hair fiber. **Alone they are colorless, together they are colorful.**



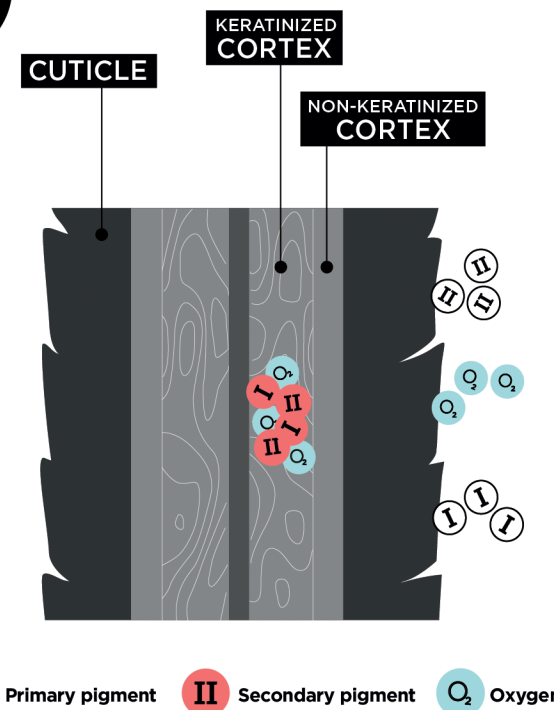
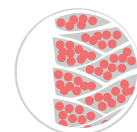
3

Once inside the hair shaft, pigments react with the oxygenated water to fuse into a colored, larger molecule.



4

The greater molecular mass fills the hair fiber evenly and will not bleed out, to guarantee long-lasting, vibrant color.



COLOR



THE COLOR MAKER

DELIVERING PROFESSIONAL RESULTS



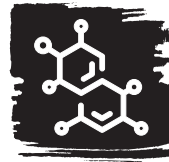
69 SHADES. Savvy & compact portfolio: less shades to obtain limitless results



Enriched with **ALOE VERA**



DOUBLE the number of services per tube



With **MICRO PIGMENTS** to act on the 3 levels of the hair fiber for a vibrant color shade



ULTRA GLIDING AND RICH TEXTURE for a better color application



It leaves the hair feeling **SILKY** and **RADIANTLY SHINY**



COLOR

THE LIFTER

LIGHT UP THE DARK

Achieve instant and long lasting results, thanks to the **INSTA LIFT SYSTEM** in the powerful lightening formula of our bleaching powder



BLEACHING POWDER

1 kg | 20x50 g

Dust free powerful formula, with a creamy texture after mixing with Developer to provide excellent adherence and maximum lightening.

COLOR

THE DEVELOPER

FOUR TYPES OF LIFTING POWER

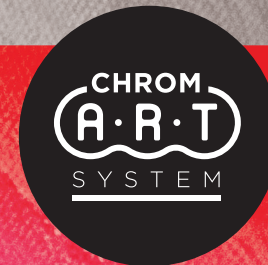
Our professional color treatment is completed with ProYou creme peroxide presented in 4 different volumes.

10 VOL **3%**

20 VOL **6%**

30 VOL **9%**



40 VOL **12%**



**CREME
PEROXIDE**

900 ml

THE MIX RATIO

MIX RATIO FOR 1 APPLICATION	PEROXIDE TO USE	PROCESSING TIME																		
<div></div> <div><div>45 g Tube</div><div>+</div><div>67.5 g Peroxide Oxydant</div></div> <div>Standard mixing for 1 application. Ratio: 1:1,5</div>	<table><tr><td>1 level of lift</td><td>10 Vol</td><td>3 %</td></tr><tr><td>2 levels of lift (ideal for gray hair coverage)</td><td>20 Vol</td><td>6 %</td></tr><tr><td>3 levels of lift</td><td>30 Vol</td><td>9 %</td></tr><tr><td>4 levels of lift</td><td>40 Vol</td><td>12 %</td></tr></table>	1 level of lift	10 Vol	3 %	2 levels of lift (ideal for gray hair coverage)	20 Vol	6 %	3 levels of lift	30 Vol	9 %	4 levels of lift	40 Vol	12 %	<table><tr><td>Mid-lengths and ends</td><td>20 min</td></tr><tr><td>Roots Regrowth area</td><td>30 min</td></tr><tr><td>For greater coverage on gray hair</td><td>40 min</td></tr></table>	Mid-lengths and ends	20 min	Roots Regrowth area	30 min	For greater coverage on gray hair	40 min
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<div></div> <div><div>30 g Tube</div><div>+</div><div>90 g Peroxide Oxydant</div></div> <div>Ultra light for 1 application. Ratio: 1:3</div>	<table><tr><td>Up to 4 levels of lift</td><td>30 Vol</td><td>9 %</td></tr><tr><td>Up to 5 levels of lift</td><td>40 Vol</td><td>12 %</td></tr></table>	Up to 4 levels of lift	30 Vol	9 %	Up to 5 levels of lift	40 Vol	12 %	<table><tr><td>Mid-lengths and ends</td><td>20 min</td></tr><tr><td>Roots</td><td>45 min</td></tr><tr><td>Regrowth area</td><td>45 min</td></tr></table>	Mid-lengths and ends	20 min	Roots	45 min	Regrowth area	45 min						
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Regrowth area	45 min																			

We strongly recommend to use a scale to measure the mix.



CARE

**BOOST YOUR
CREATIVE SIDE
AND EMBRACE
ARTISTIC
FREEDOM**



5
ALTERNATIVE GARAGE POST-PUNK HEAVY METAL HARD ROCK 9

D
NG



THE FIXER

HAIR IN DESPAIR CAN BE REPAIRED!

Achieve instant and long lasting repair with this intensive treatment enriched with **KERACOMPLEX** for multidimensional benefits, leaving damaged hair silkier, shinier and repaired over time.



REPAIR SHAMPOO

1000 ml / 350 ml

Made for over processed hair due to coloration or drying tools.

REPAIR MASK

500 ml

Restore hair's vitality with this intensive treatment.

REPAIR BOOSTERS

10x15 ml

An extra repair boost that treats hair intensively, leaving hair ends repaired over time.

CARE

THE MOISTURIZER

HAIR IS YOUR CANVAS & MOISTURE YOUR ALLY!

Get instant and long-lasting moisture with this wide range enriched with our **PROVITAMIN B5 SYSTEM**, leaving every hair type shiny and incredibly soft.



HYDRATING MASK

500 ml
Provides moisture, shine and softness.



HYDRATING CONDITIONER

350 ml
Conditioning formula ideal for dry hair to detangle and boost manageability.



HYDRATING SHAMPOO

1000 ml / 350 ml
A deep cleansing formula specially made for dry hair.



HYDRATING BOOSTERS

10x15 ml
An extra boost of moisture that treats hair intensively, sealing the cuticle all the way to the ends.



THE KEEPER

GET THE COLOR, KEEP THE COLOR!

Get instant and long-lasting color vibrancy with this treatment for all types of color related hair. Enriched with our **COLOR DEFEND SYSTEM**, it enhances shine, silkiness and prolongs high definition color preventing fading.



COLOR CARE SHAMPOO

1000 ml / 350 ml

Clean without stripping color.

COLOR CARE CONDITIONER

350 ml

Conditioning formula that helps to detangle, enhances shine and prolongs high-definition color.



COLOR CARE MASK

500 ml

An intensive formula that prevents fading.



COLOR CARE BOOSTERS

10x15 ml

An extra color care boost.

CARE

THE TAMER

BE THE RINGMASTER & CONTROL THAT MANE!

These **FRIZZ BLOCK FORMULAS** tame
frizz for manageable, docile and soft hair.



SMOOTHING SHAMPOO

1000 ml / 350 ml
Cleanses frizzy and
rebellious hair.

SMOOTHING CONDITIONER

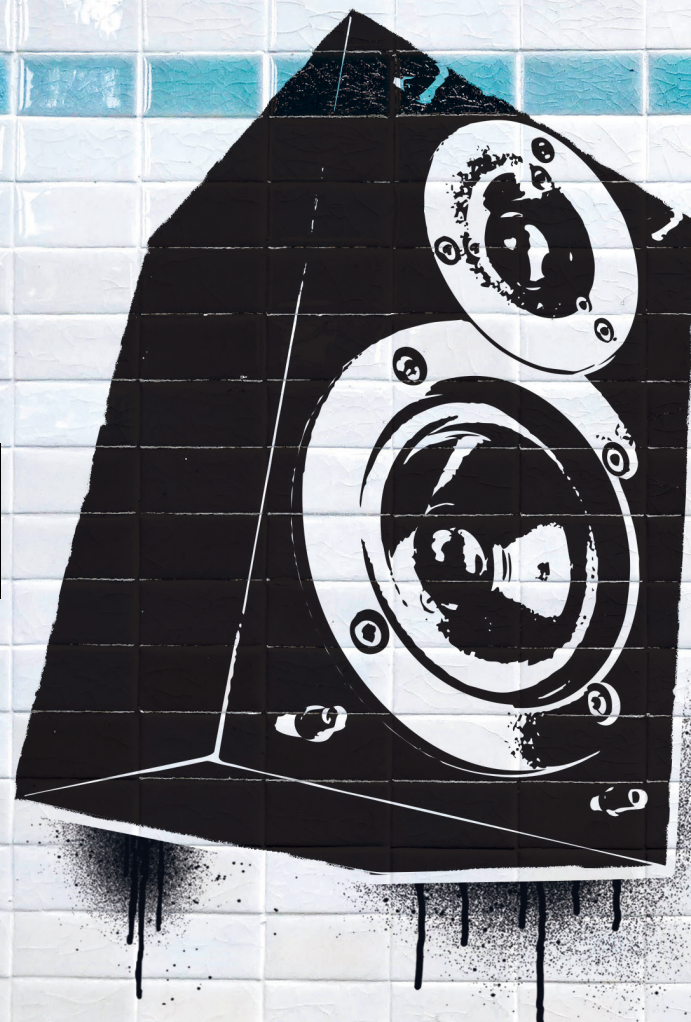
350 ml
Smoothens and conditions the
hair leaving it manageable.

CARE

THE AMPLIFIER

TAKE CONTROL & PUMP UP THE VOLUME!

Lightweight formulas for thin and fine hair
with our **VOLUME BOOST SYSTEM** for a
thicker, fuller look enhanced with shine.



VOLUMIZING SHAMPOO

1000 ml / 350 ml
Cleanses hair gently
for a thicker, fuller
look.



VOLUMIZING CONDITIONING FOAM

165 ml
Adds body and volume
to the hair, improves
combability.

THE TWISTER

CURLS, WHATEVER THE WEATHER, YOU'RE IN CONTROL!

When you're in the eye of the storm, our **INSTA BOUNCE** treatment will help you define waves and curls, boosting hydration and shine on curvy or wavy hairs.



CURL MOISTURIZING SHAMPOO

1000 ml / 350 ml

Cleanses curly and wavy hair leaving it hydrated.

CURL MOISTURIZING CONDITIONER

350 ml

Moistures and conditions the hair leaving it soft, shiny and manageable.

THE TONER

GET YOUR BLONDE HAIR THE LIGHT IT DESERVES!

Get instant and long lasting neutralization with these formulas enriched with our **VIOLET BRIGHT SYSTEM** which instantly mutes warm undertones to neutralize brassiness from the first application.

LONG
LASTING
NEUTRALIZATION



NEUTRALIZING SHAMPOO

1000 ml / 350 ml

Cleanses deeply and instantly mutes warm undertones on blondes, bleached and grey hair.



NEUTRALIZING CONDITIONING FOAM

165 ml

Neutralizes unwanted warm undertones, conditions the hair and improves combability.

CARE

THE CLEANSER

LET'S START WITH A CLEAN SLATE!

Our **PH7 FORMULA** for all hair types cleanses deeply, eliminates impurities and adds natural shine.



**NEUTRAL
SHAMPOO**

5000 ml



CARE

THE WINNER

WINNERS KEEPERS!

Our formulas with **DENSIPEPTIDE** fortifies hair structure, revitalizes brittle hair, keeps hair density and hydrates scalp and hair.



ANTI HAIR LOSS TREATMENT

12X6 ml

Fortifying boosters that help to keep hair density.



ANTI HAIR LOSS INVIGORATING SHAMPOO

350 ml

Gently cleans weak and thin hair.



CARE

THE BALANCER

**DON'T LET A FLAKY SCALP
THROW YOU OFF BALANCE!**

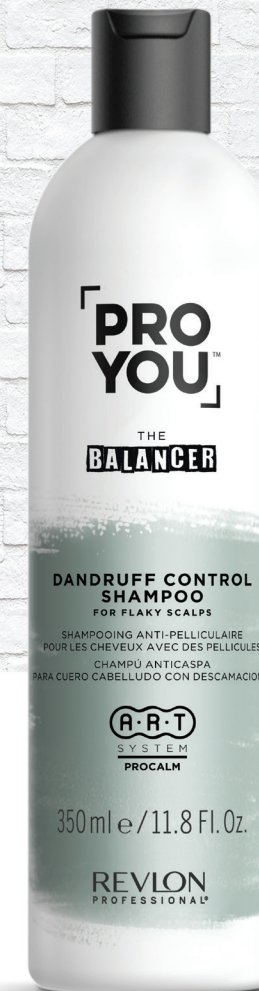
Our powerful formula with
PROCALM TECHNOLOGY helps to
revitalize dry hair and prevent
the return of dandruff.



DANDRUFF CONTROL SHAMPOO

12X6 ml

Cleanses hair gently and helps
to revitalize dry hair preventing
the return of dandruff.





STYLING

**GIVE SHAPE TO YOUR
CREATIVITY**



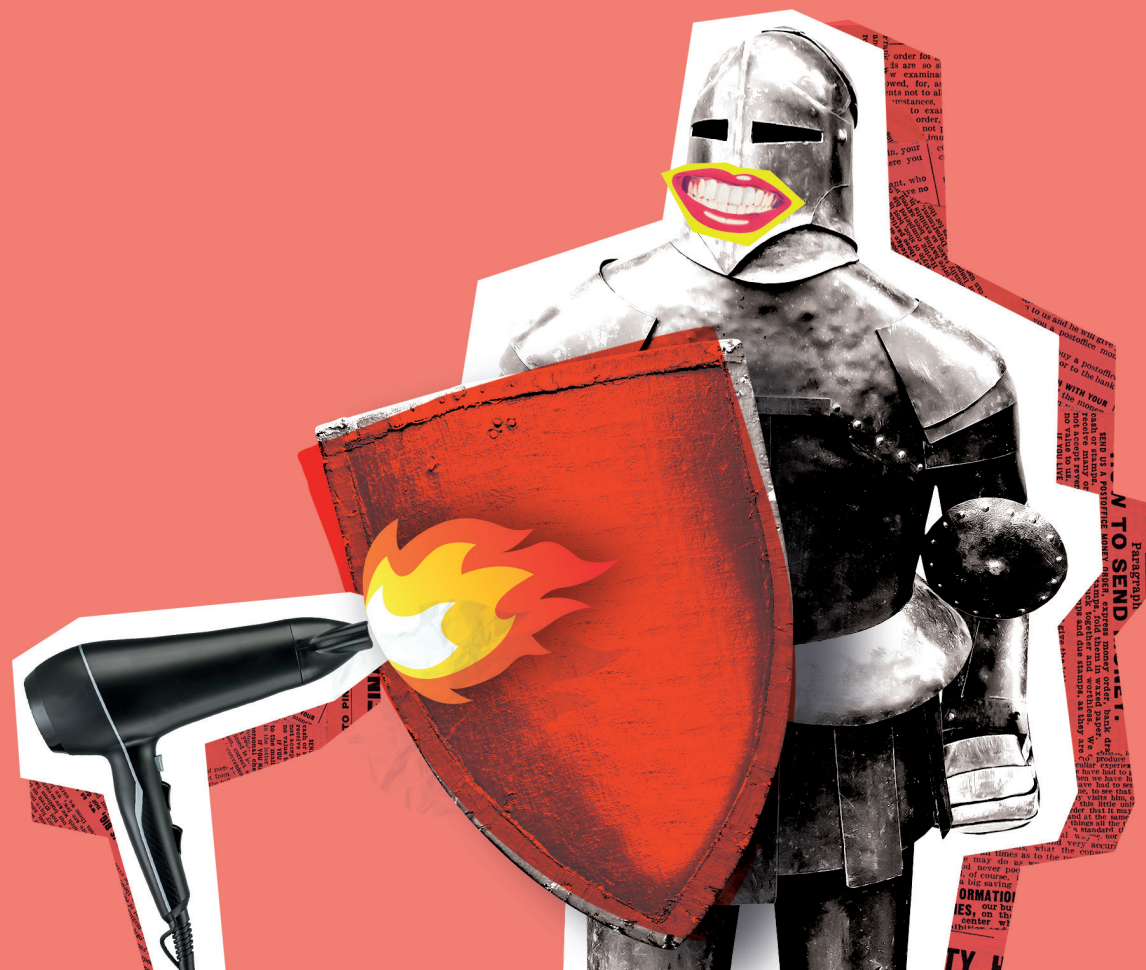
STYLING

THE FIXER

SHIELD

**HAIR IN DESPAIR
CAN BE PROTECTED!**

Our **INSTALAST SHIELDING
FORMULA** offers an anti-humidity
barrier and heat protection up to
230 °C.



HEAT PROTECTION STYLING SPRAY

250 ml
SOFTNESS
& FRIZZ CONTROL



STYLING

THE SETTER

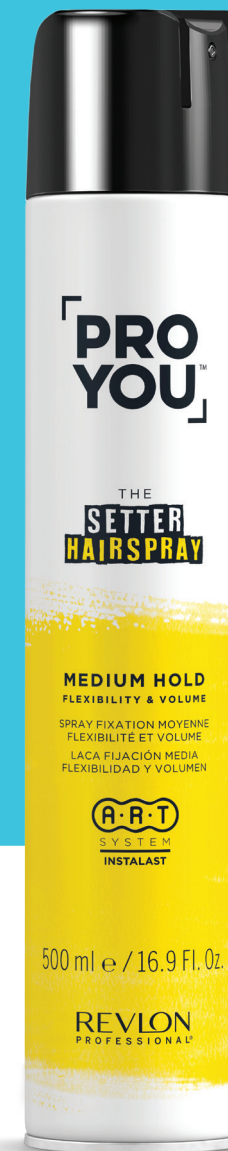
SET YOUR TONE AND STYLE

Our **INSTALAST TECHNOLOGY** prolongs any look with hold and structure, adds shine and prevents build-up as it brushes out easily.



EXTREME HOLD HAIRSPRAY

750 ml / 500 ml
CONTROL & SHINE



MEDIUM HOLD HAIRSPRAY

500 ml
FLEXIBILITY & VOLUME



THE DEFINER

DEFINE YOUR STYLE & SCULPT IT WITH YOUR HANDS!

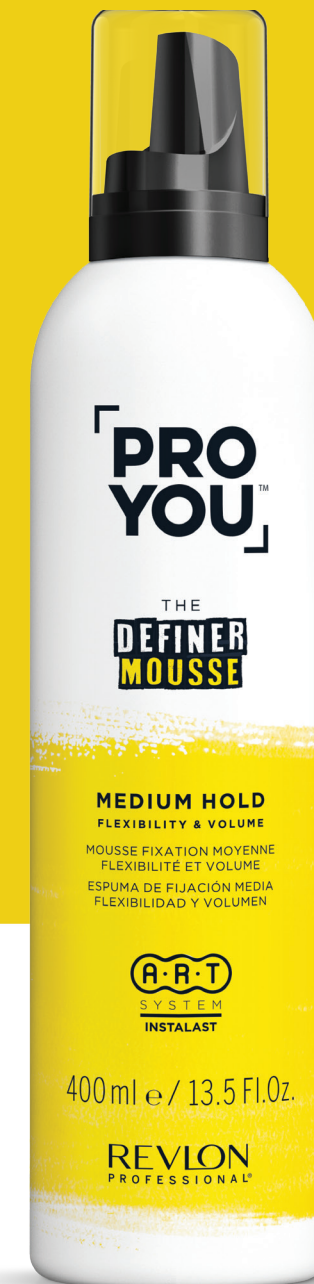
Our **INSTALAST FORMULA** provides flexible finish and hold, adding shine and volume for lasting control and definition.

STYLING



MEDIUM HOLD MOUSSE

400 ml
FLEXIBILITY
& VOLUME



SLEEK

Our **FRIZZ BLOCK TECHNOLOGY** tames the frizz by smoothing hair and creating a show-stopping sleek, shiny finish.



350 ml
FRIZZ CONTROL
& SHINE

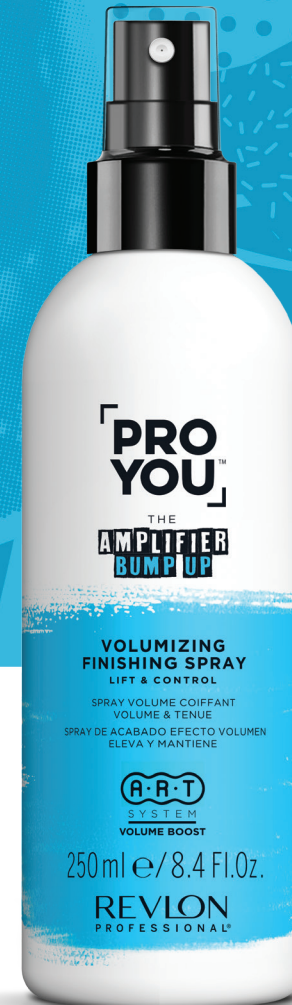


STYLING

THE AMPLIFIER

TAKE CONTROL &
PUMP UP THE VOLUME!

Our formulas with **VOLUME BOOST TECHNOLOGY** provide body and definition to any style.



**VOLUMIZING
FINISHING
SPRAY**

250 ml
LIFT &
CONTROL



**TEXTURIZING
GEL**

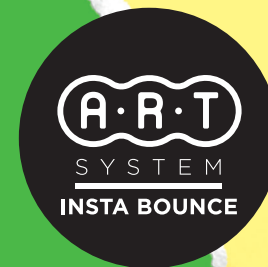
350 ml
BODY &
DEFINITION

STYLING

THE TWISTER

CURLS, WHATEVER THE WEATHER, YOU'RE IN CONTROL!

Our **INSTA BOUNCE TECHNOLOGY** adds perfect definition to naturally curly or permed hair, leaving it under control.



**BEACH STYLE
ACTIVATOR**

250 ml
TEXTURE &
DEFINITION



**CURL
ACTIVATING
GEL**

350 ml
ULTIMATE DEFINITION
& MOISTURE

REVLON
PROFESSIONAL®